

What is claimed is:

1. A gaming machine comprising:
 - 5 a master gaming controller that is designed or configured to control one or more games played on the gaming machine and to request preference account information from a remote server; and
 - 10 a memory that is designed or configured to store gaming software that allows the master gaming controller to request one or more different portions of the preference account information from the remote server,
 - 15 wherein the preference account information comprises one or more of loyalty point account information, loyalty point account settings, promotional opportunities, preferred games, preferred game features for said preferred games, preferred gaming machine settings, preferred bonus games, preferred service options and preferred progressive games.
2. The gaming machine of claim 1, wherein a first portion of the preference account information is requested from a preference account on the remote server and wherein a second portion of the preference account information different from the first portion is requested from the preference account on the remote server.
- 25 3. The gaming machine of claim 1, wherein the loyalty point account information comprises at least one or more records of an amount of loyalty points rewarded during a particular event.
- 30 4. The gaming machine of claim 3, wherein the particular event comprises a food purchase, an entertainment purchase, a lodging purchase, a merchandise purchase, a transportation purchase or a game play.
- 35 5. The gaming machine of claim 1, wherein the loyalty point account settings are selected from the group consisting of a name, an address, contact information, tax information and preferred rewards.
- 40 6. The gaming machine of claim 1, wherein the promotional opportunities are one or more particular events that allow a player participating in said one or more events to earn extra loyalty points.
7. The gaming machine of claim 1, wherein the preferred games are selected from the group consisting of video slots games, video

poker games, video black jack games, video pachinko games, video card games, video keno games and video games of chance.

8. The gaming machine of claim 1, wherein the preferred 5 gaming features for said preferred games is selected from the group consisting of game versions, game color schemes, game graphical features, a game presentation speed, game pay-out tables and game audio features.

10 9. The gaming machine of claim 1, wherein the preferred gaming machine settings is selected from the group consisting of a volume setting, an input interface configuration, a display setting, a denomination setting, a betting preference setting and a beverage setting.

15 10. The gaming machine of claim 1, further comprising: biometric input device designed or configured to receive biometric information from a game player.

20 11. The gaming machine of claim 10, wherein the biometric input device is selected from the group consisting of a finger print reader, a retina scanner, a camera and a microphone.

25 12. The gaming machine of claim 1, further comprising: an interface designed or configured to display preference account information.

13. The gaming machine of claim 12, wherein the interface is compatible with a web browser.

30 14. The gaming machine of claim 1, further comprising: one or more input devices designed or configured to input preference account information.

35 15. The gaming machine of claim 1, wherein the input device is selected from the group consisting of a video touch screen, a button panel, a track ball, a mouse, a microphone, a touch pad, a card reader, a joy stick, a wireless interface, a key pad and combinations thereof.

16. A preference account server comprising;

a logic device designed or configured to execute one or more software applications allowing preference account information to be input into a plurality of different preference accounts and allowing different portions of the preference account information stored in each of

5 the plurality of different preference accounts to be accessed and to be modified from an external device;

a communication interface designed or configured to provide the preference account information to the external device; and

10 a memory designed or configured to store the preference account information for the plurality of different preference accounts.

17. The server of claim 16, wherein the external device is selected from the group consisting of a gaming machine, a home computer, a casino kiosk, a personal digital assistant, a phone, and a

15 video display.

18. The server of claim 17, wherein the video display is located in a hotel room or a restaurant.

20 19. The server of claim 16, wherein the communication interface is designed or configured to allow communication with an external device connected to a local area network, a wide area network or the Internet.

25 20. The server of claim 16, wherein the preference account information comprises one or more of loyalty point account information, loyalty point account settings, promotional opportunities, preferred games, preferred game features for said preferred games, preferred gaming machine settings, preferred bonus games and preferred progressive games.

21. The gaming machine of claim 20, wherein the loyalty point account information comprises at least one or more records of an amount of loyalty points rewarded during a particular event.

5 22. The gaming machine of claim 21, wherein the particular event is comprises a food purchase, an entertainment purchase, a lodging purchase, a merchandise purchase, a transportation purchase and a game play.

10 23. The gaming machine of claim 20, wherein the loyalty point account settings are selected from the group consisting of a name, an address, contact information, tax information and preferred rewards.

15 24. The gaming machine of claim 20, wherein the promotional opportunities are one or more particular events that allow a player participating in said on or more events to earn extra loyalty points.

20 25. The gaming machine of claim 20, wherein the preferred games are selected from the group consisting of video slots games, video poker games, video black jack games, video pachinko games, video card games, video keno games and video games of chance.

25 26. The gaming machine of claim 20, wherein the preferred gaming features for said preferred games is selected from the group consisting of game versions, game color schemes, game graphical features, a game presentation speed, game pay-out tables and game audio features.

30 27. The gaming machine of claim 20, wherein the preferred gaming machine settings is selected from the group consisting of a volume setting, an input interface configuration, a display setting, a denomination setting, a betting preference settings and a beverage setting.

35 28. The gaming machine of claim 16, further comprising: a firewall.

29. The gaming machine of claim 16, wherein at least one of said software applications is designed or configured to generate a game

presentation simulation using said preference account information and to display said game presentation simulation to the external device.

30. In a gaming machine, a method of customizing a game play
5 according to one or more player preferences, the method comprising:

selecting a preference account;

receiving preference account information;

reconfiguring the gaming machine using said preference account
information; and

10 executing a game play on the reconfigured gaming machine;

wherein the preference account information comprises one or
more of loyalty point account information, loyalty point account settings,
promotional opportunities, preferred games, preferred game features for
said preferred games, preferred gaming machine settings, preferred
15 bonus games and preferred progressive games.

31. The method of claim 30, wherein the loyalty point account
information comprises at least one or more records of an amount of
loyalty points rewarded during a particular event.

20 32. The method of claim 31, wherein the particular event is
comprises a food purchase, an entertainment purchase, a lodging
purchase, a merchandise purchase, a transportation purchase and a game
play.

25 33. The method of claim 30, wherein the loyalty point account
settings are selected from the group consisting of a name, an address,
contact information, tax information and preferred rewards.

30 34. The method of claim 30, wherein the promotional
opportunities are one or more particular events that allow a player
participating in said on or more events to earn extra loyalty points.

35 35. The method of claim 30, wherein the preferred games are
selected from the group consisting of video slots games, video poker

games, video black jack games, video pachinko games, video card games, video keno games and video games of chance.

36. The method of claim 30, wherein the preferred gaming features for said preferred games is selected from the group consisting of game versions, game color schemes, game graphical features, a game presentation speed, game paytables and game audio features.

37. The method of claim 30, wherein the preferred gaming machine settings is selected from the group consisting of a volume setting, an input interface configuration, a display setting, a denomination setting, a betting preference settings and a beverage setting.

38. The method of claim 30, further comprising:
sending a message including a request for preference account information to a remote server and receiving preference account information from said remote server.

39. The method of claim 38, further comprising:
sending a first message including a request for a first portion of the preference account information from a preference account on the remote server and sending a second message including a request for a second portion of the preference account information from the preference account on the remote server wherein the second portion is different from the first portion.

40. The method of claim 30, wherein the preference account information is received from an input device on the gaming machine.

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41. The method of claim 30, further comprising:
displaying the preference account information to a video display.

42. The method of claim 30, further comprising:
receiving a request to access the preference account and
authenticating the request.

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43. The method of claim 30, wherein the access request is
authenticated using biometric information.

44. The method of claim 30, further comprising:
10 sending preference account information to an external storage unit
wherein said external storage unit comprises a smart card, a magnetic
striped-card, a paper print-out, a remote server and a personal digital
assistant.

15 45. In a remote server, a method of providing player preference
information to an external device, the method comprising:

receiving a message requesting preference account information
from the external device;
selecting a preference account;
20 retrieving the preference account information from said preference
account; and

sending a message containing the preference account information
to the external device;

25 wherein the preference account information comprises one or
more of loyalty point account information, loyalty point account settings,
promotional opportunities, preferred games, preferred game features for
said preferred games, preferred gaming machine settings, preferred
bonus games and preferred progressive games.

46. The method of claim 45, wherein the external device is selected from the group consisting of a gaming machine, a casino kiosk, a home computer and a remote video display.

5 47. The method of claim 45, further comprising:
 displaying one or more menus to a preference account interface used by the external device.

10 48. The method of claim 47, wherein the external interface is a web browser.

15 49. The method of claim 47, further comprising:
 simulating a game presentation for a gaming machine using said preference account information and displaying said game presentation to the external interface.

20 50. The method of claim 49, wherein the game presentation is for a game selected from the group consisting of video slots games, video poker games, video black jack games, video pachinko games, video card games, video keno games and video games of chance.

25 51. The method of claim 45, further comprising:
 adding preference account information and deleting preference account information.

52. The method of claim 45, further comprising:
 storing preference account information.

53. The method of claim 45, further comprising:

authenticating the request for preference account information.

54. The method of claim 45, further comprising:
sending a first message containing a first portion of the preference
5 account information from a preference account on the remote server to
the external device and sending a second message containing a second
portion of the preference account information from the preference
account on the remote server to the external device wherein the second
portion is different from the first portion.

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55. A method of creating or modifying a player preference
account for a gaming machine, the method comprising:
identifying a player desiring to create or modify said player
preference account from a computing device used by said player;
15 presenting an user interface on said computing device comprising
a plurality of preference account options;
receiving user inputs specifying one or more of said player
preference account options; and
20 creating or modifying the player preference account based on the
received user inputs.

56. The method of claim 55, wherein the computing device
selected from the group consisting of a gaming machine, a home
computer, a casino kiosk, a personal digital assistant, a phone, and a
25 video display interface.

57. The method of claim 55, wherein the preference account
options include one or more of selections of loyalty point account
settings, selections of preferred games, selections of preferred game

features for said preferred games, selections of preferred gaming machine settings, selections of preferred bonus games, selections of preferred progressive games, and selections of redeemable awards.

5 58. The method of claim 55, further comprising:
simulating a game presentation on the user interface using the received user inputs specifying the one or more preference account options.

10 59. The method of claim 55, further comprising:
displaying preference account information to the user interface.

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